Adam Robertson

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Design Leader & Full-Stack Product Designer

Hands-on product designer and design leader with 20+ years designing, building, and shipping digital products. I specialize in end-to-end product design, complex systems, and AI-enabled experiences, moving from discovery and prototyping through production TypeScript. At Tribute, I led and designed a platform rebuild that drove 20x growth in two years, while funnel and lifecycle improvements increased conversion by more than 30%.

WORK EXPERIENCE

Head of Product Design

Tribute — REMOTE · 2021-PRESENT

- Led a cross-functional team of six designers and engineers through a full redesign and rebuild of Tribute's platform, remaining hands-on across product strategy, complex workflows, and prototyping while delivering a scalable product that supported 20x growth in two years.
- Established the design system, critique rituals, and standards the team built against; mentored designers, converted designs into production-ready TypeScript, and directed engineering partners to ship reliably, making UX quality a shared responsibility.
- Integrated customer interviews, usability testing, A/B testing, and analytics into the design process, improving core funnels and lifting key conversion metrics by up to 50%.
- Directed the integration of an acquisition in six months, resolving critical issues across system compatibility and UX while reducing operational costs by nearly 50%.
- Drove the design and partnered with engineering to ship two native iOS apps and AI-enabled product experiences from concept to release, including conversational workflows, human-in-the-loop controls, error recovery, and iterative evaluation.

Sr. Manager, UX/UI Design & Frontend Development

Peterson's — DENVER, CO · 2015-2021

- Led a team of four designers and frontend developers across web and mobile, introducing research-driven practices and a scalable design system that improved development speed and product consistency.
- Built and launched a mobile app from concept to App Store release in six months, earning a 4.6-star rating, 90%+ positive reviews, and 10,000+ downloads.
- Redesigned core LMS workflows through usability testing and iterative prototyping, simplifying critical tasks and reducing friction across the experience.

Product Design & Development Consultant

Selected clients: Droplr, ETHDenver, Inspirato — REMOTE · 2014-2020

- **Droplr:** Built a custom WordPress Multisite platform, brand guide, and design system, increasing organic traffic by 115% and raising Lighthouse scores to 98/100.
- **ETHDenver:** Achieved 96% CSAT by leading design and development across the event platform, integrating promotional sites, forms, scheduling tools, and social media.
- **Inspirato:** Drove acquisition of 4,000+ members for the Inspirato x Amex joint venture, with 25% converting in the first six months, and launched the brand's blog and content platform.

Staff Designer / Engineer
Webolutions DENVER, CO · 2011-2014

- Delivered 15+ client websites using user-centered, responsive design, earning 2 Communicator Awards for excellence in visual design and engagement.
- Managed simultaneous projects across multiple client accounts, balancing frequent stakeholder meetings, shifting priorities, and tight deadlines in a fast-moving agency environment.

Lead Interactive Designer
Miles Partnership DENVER, CO · 2006-2011

- Led interactive design for over 10 major tourism brands, overseeing high-traffic websites and mobile experiences with tens of millions of annual pageviews.
- Directed key digital projects, including the Colorado.com redesign and the award-winning 5-Minute Meeting Planner.

Technical Specialist
Apple LONE TREE, CO · 2007-2009

- Provided technical consultation on Apple products, troubleshooting hardware and software issues and translating complex technical concepts for non-technical customers.

SKILLS

AI Product Design: agentic workflows, AI-assisted research and prototyping, AI-enabled and conversational experiences, human-in-the-loop controls, prompt design and evaluation, trust and error recovery

Product & Design Leadership: Accessibility, Agile/Scrum, Cross-functional leadership, Design mentorship, Design sprints, Design systems & design tokens, Early-stage startup experience, Executive communication, Jobs to be done (JTBD), Lean UX, Product design & strategy, Qualitative research, Roadmap planning, Usability testing, User journey mapping, UX research & experimentation

Frontend & Systems: Design documentation, Frontend architecture, Git/GitHub, HTML, CSS/SCSS, iOS and responsive design, JavaScript (Vue, React, Typescript), Performance optimization, REST APIs, Tailwind, DaisyUI, Shadcn, TypeScript

Analytics & Growth: Cohort analysis, Conversion optimization, Funnel analysis, Google Analytics 4 (GA4), Growth design, PostHog (events, product analytics, HogQL), Product analytics & A/B testing, User activation & retention

Tools & Platforms: Claude Code, Cursor, Figma, Framer, Headless CMS, Lovable.dev, Maze, Maze (user testing, surveys), Rapid prototyping, Relume (sitemaps, flows), Webflow, Wordpress

Bonus Skill: Explaining what I do at work to my dog, with full eye contact

AWARDS & SCHOLARSHIPS

Award of Excellence in the Food & Beverage Category
Communicator Award

Award of Visual Appeal
Communicator Award

Outstanding Visual Design
Davey Awards

EDUCATION

Ohio Northern University
Bachelor of Arts in Foreign Affairs